

ORDER



Orders

Order / Rev: 712534

Alt Order #: 06309584

Product Desc: 330 FREEDOM PAC

Estimate: 330

Flight Dates: 09/11/12 - 09/16/12

Original Date / Rev: 09/10/12 / 09/10/12

Order Type: Political

Primary AE: Alex Lavin

Sales Office: T-LA

Sales Region: NAT

Agency

Name: Target Enterprises/ POL

Buying Contact: Kym Mason

Billing Contact:

15260 Ventura Blvd, Suite 1240

Sherman Oaks, CA 91403

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Freedom Pac

Demographic: A50+

Product Codes: IS-Candidate/US House

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	39	\$41,920.00	\$35,632.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$41,920.00	\$35,632.00	0.00
Totals	39	\$41,920.00	\$35,632.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin	T-LA	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	09/11/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	- TWTF - -	:30	8	\$360.00	P-2	0.00	NM	8	\$2,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			8		\$360.00		0.00				
E 2	WTSP	09/11/12	09/14/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- TWTF - -	:30	4	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			4		\$1,100.00		0.00				
E 3	WTSP	09/11/12	09/14/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			4		\$800.00		0.00				
E 4	WTSP	09/11/12	09/14/12	M-F 530-6p 10 News at 530p	CM	530-6p	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			4		\$800.00		0.00				
E 5	WTSP	09/11/12	09/14/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TWTF - -			4		\$1,000.00		0.00				
E 6	WTSP	09/11/12	09/14/12	CBS Evening News CBS Evening News	CM	630-7p	- TW- F- -	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- TW- F- -			3		\$1,200.00		0.00				

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 Flight Dates: 09/11/12 - 09/16/12

Advertiser: Freedom Pac
 Product Desc: 330 FREEDOM PAC
 Estimate: 330

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	09/11/12	09/14/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- TWTF - -	:30	4	\$2,600.00	P-2	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- TWTF - -		4			\$2,600.00			0.00			
E 8	WTSP	09/15/12	09/15/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	- - - - - S -	:30	2	\$320.00	P-2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - - S -		2			\$320.00			0.00			
E 9	WTSP	09/15/12	09/15/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	- - - - - S -	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - - S -		1			\$1,600.00			0.00			
E 10	WTSP	09/16/12	09/16/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	- - - - - S	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - - S		2			\$1,600.00			0.00			
E 11	WTSP	09/16/12	09/16/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	- - - - - S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - - S		1			\$1,600.00			0.00			
E 12	WTSP	09/16/12	09/16/12	LN (Su) Late News (Su)	CM	Su 11-1135p	- - - - - S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - - S		1			\$2,000.00			0.00			
N 13	WTSP	09/12/12	09/14/12	7-730p 10 News, 7pm M-F	CM	7-730p	- - WTF - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - WTF - -		1			\$1,200.00			0.00			
													Totals	39	\$41,920.00